



USER GUIDE FOR THE OMNIBUS IN POWER BI

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1. START SCREEN

1.1 FIRST VIEW – “SUMMARY” SHEET

After launching the application, the start page (the “**Summary**” sheet) will open, containing:

- General **market summary** based on the latest MAT and YTD data
- Current market trends
- Quantitative and value results
- Results of the largest market players

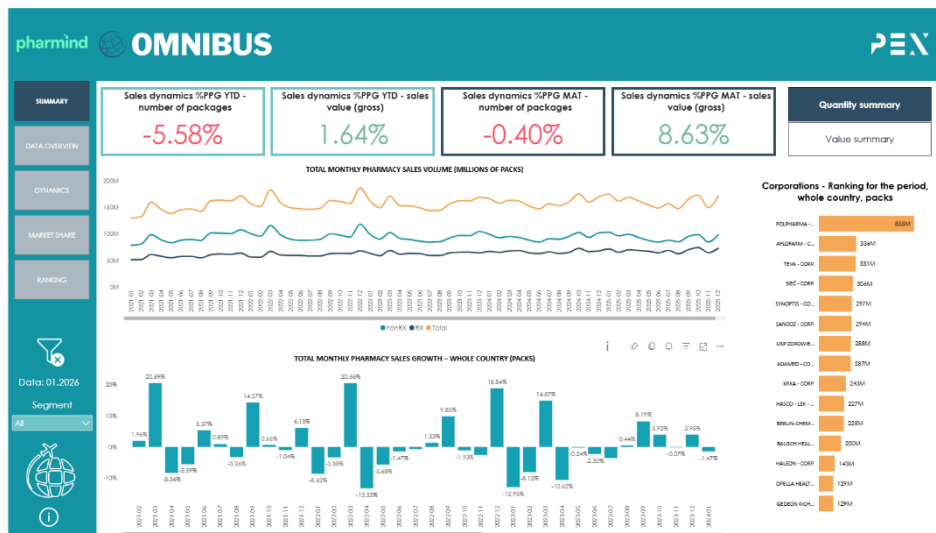
To customize the data displayed, use the aqua-colored “**Filters**” side panel available in the drop-down bar on the right side of the screen (filtering is described in detail in section 3).

1.2 SCREEN LAYOUT AND NAVIGATION

The top panel contains the name of the website, “OMNIBUS.” The logo also serves as a button that takes the user to detailed instructions for use.


The PEX logo serves as a button that takes the user to the contact form.

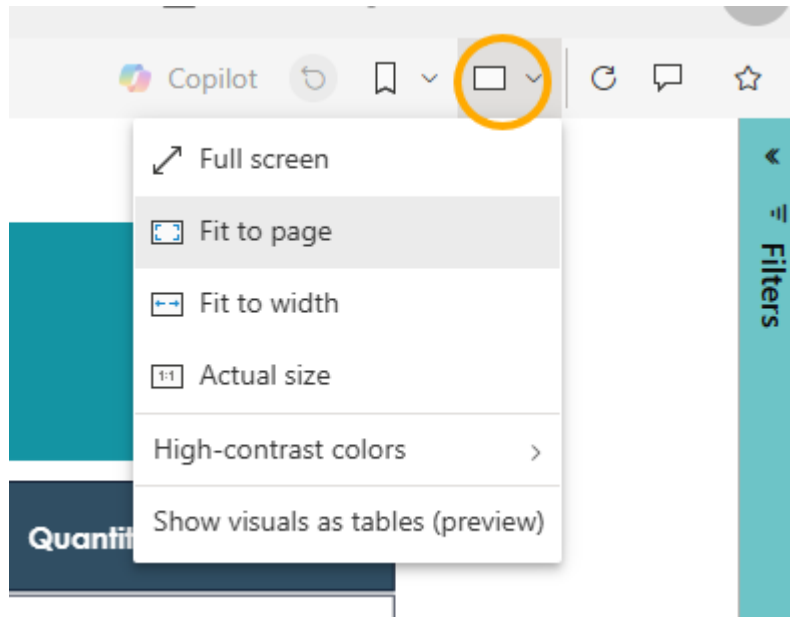
On the left side, there is a **side panel** containing navigation buttons to selected sections of the analysis (a detailed description of each sheet is provided below). On the right side, there is an **aqua side panel called “Filters,”** which allows the user to customize the scope of the analyzed data. This panel can be expanded to select the appropriate filters.



Pic. 1.2.1 Start screen



To adjust the screen size, click the “View”  button, then select the appropriate option from the drop-down list to adjust the screen size to your preferred size.



Pic. 1.2.2 Location of the “View” button

2. SELECTION OF PRODUCT SEGMENTS

On the left side of the screen, there is a fragmenter that allows you to select OMNIBUS product segments (if your license covers more than one segment). Selecting a segment on one page of the report synchronizes it across **all sheets in the application**.

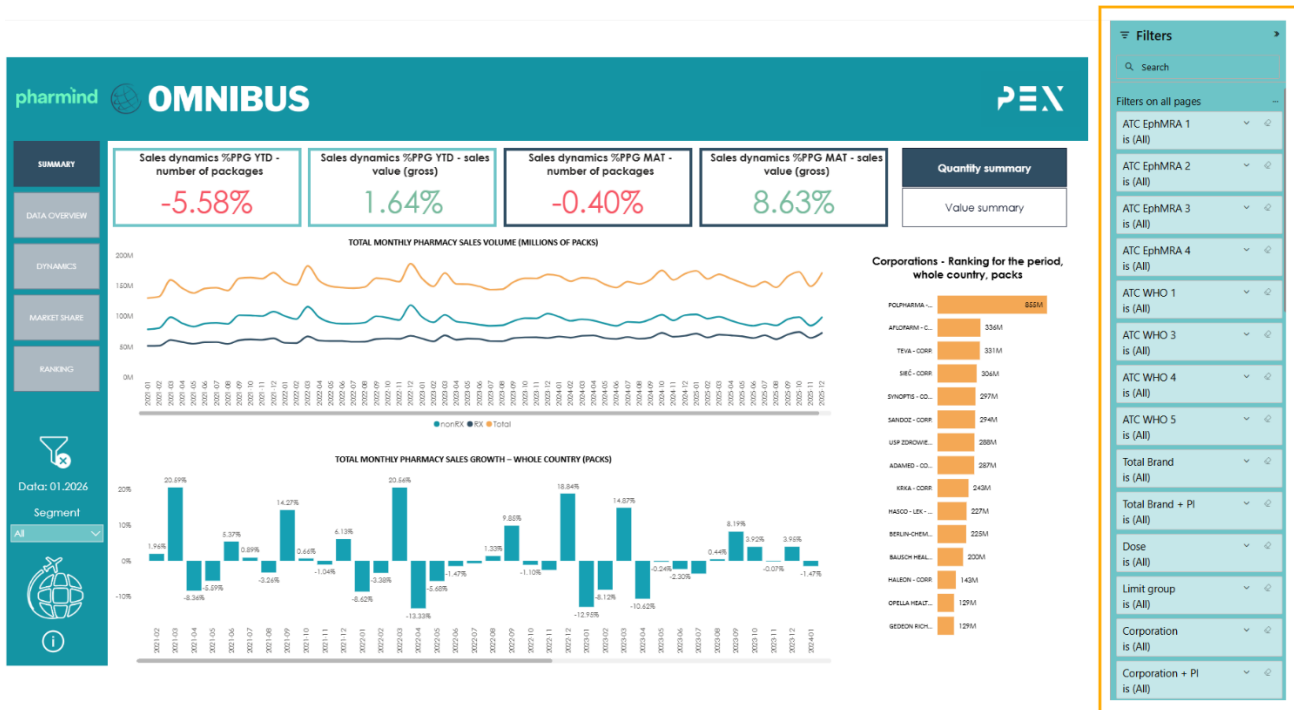


Pic. 2 Segment selection fragmenter



3. DATA FILTERING

The “Filters” are located on the right-hand side (aquamarine panel).

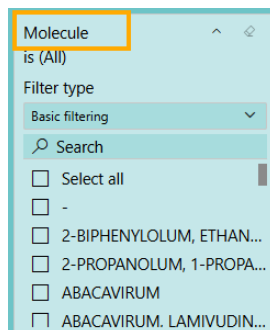


Pic. 3 Location of the data filtering panel

3.1. USE OF FILTERS

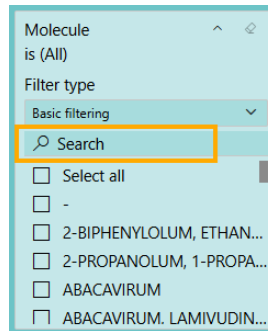
To apply a filter to the data, you need to:

- Click on the aqua bar “Filters” on the right side of the screen.
- Find the field corresponding to the desired filter criterion. In this example, it will be the **Molecule** field.



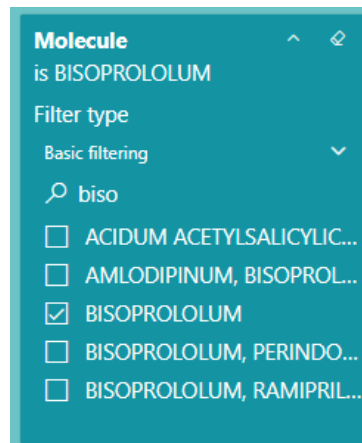
Pic. 3.1.1 Selecting a filter field – criterion

- Select the appropriate values by checking the checkboxes. You can also search for values by entering fragments of them.



Pic. 3.1.2 Place to enter search values

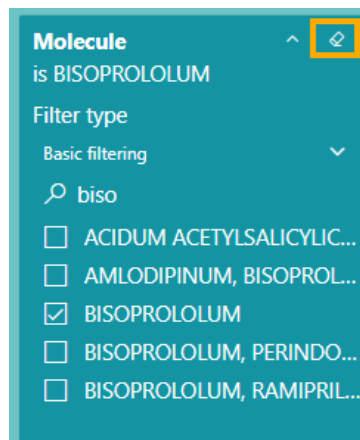
- After applying the filter, the search window changes color to dark turquoise, indicating that the filter is active.



Pic. 3.1.3 Filter activity indication

3.2. FILTER CLEANING

To remove the filter, click the “eraser” icon next to the selected field.

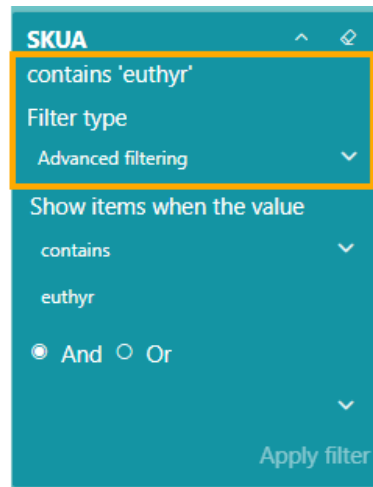


Pic. 3.2.1 Eraser icon



3.3. ADVANCED FILTERING

There is also an **“Advanced filtering”** option available, allowing you to apply more specific conditions, such as the ‘contains’ clause to search for values containing a specific part of the name (e.g., “euthyr*” will find all SKUs containing “euthyr”).



Pic. 3.3.1 Advanced filtering

4. NAVIGATION AND INTERACTIONS

Each visual element of the report contains a set of buttons that appear when you hover over it with the cursor.



Pic. 4.1 Button panel

The first four buttons on the left allow you to navigate between levels of nesting in tables.



Pic. 4.2 Navigation level buttons

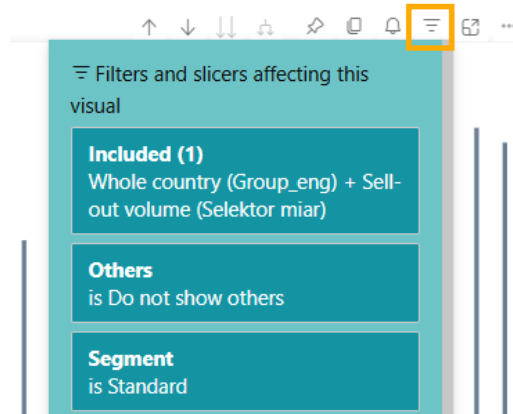
The button below allows you to copy the selected item to the clipboard.



Pic. 4.3 Copy item to clipboard button



To check which filters and fragmenters affect the visualization, click the button. .



Pic. 4.4 The "funnel" button

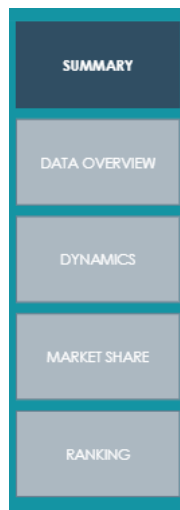
The last two buttons allow you to display the selected item in full screen "Focus Mode" and the last button, "More Options," allows you to export or sort data, among other things.



Pic. 4.5 The "Focus Mode" button and the "More Options" button

4.1. NAVIGATING BETWEEN SHEETS

Use the buttons located in the side panel on the left side of the screen to switch between report sheets.



Pic. 4.1.1 Left navigation panel between sheets

Each page of the report on the left side below the navigation panel also contains a set of icons.



The icon for cleaning filters on a given page.



Pic. 4.1.2 Filter cleaning icon

Navigation icon for the data export tab.



Pic. 4.1.3 Data export icon

An information icon that displays information about the purchased segment and available metrics under the license when hovered over.

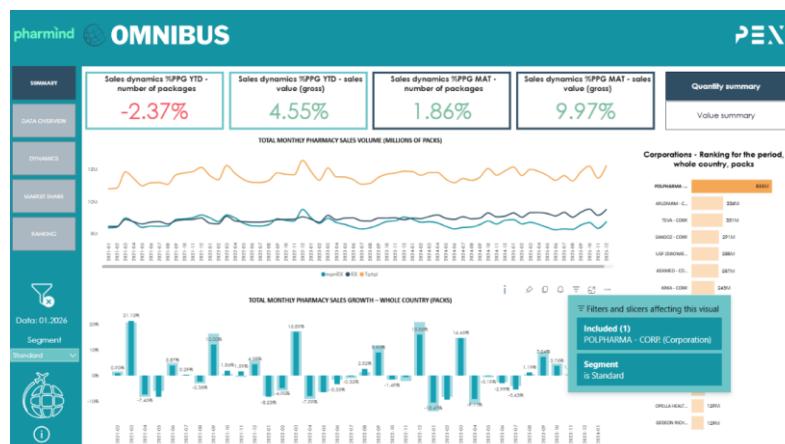


Pic. 4.1.4 Information icon

4.2. INTERACTION BETWEEN CHARTS

Clicking on a chart or table may cause interaction with other elements of the report (e.g., filtering data).

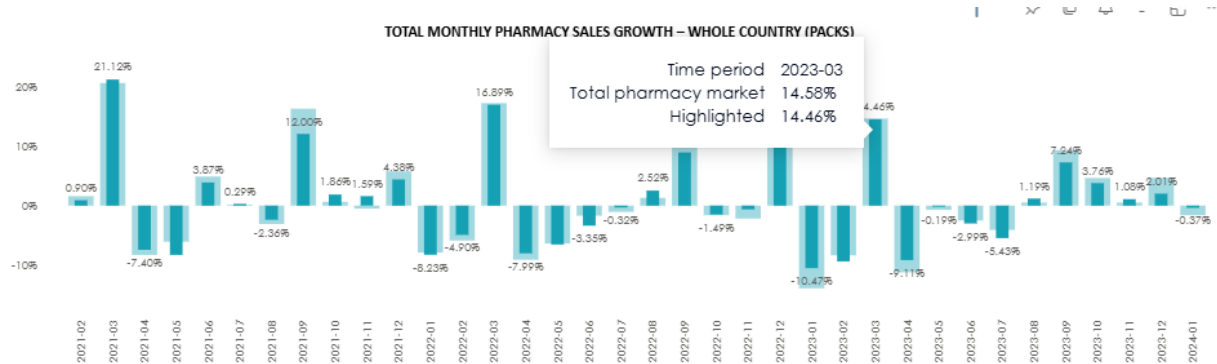
Visual elements presented in individual sheets can interact with each other, filtering each other. For example, clicking on one of the elements in the chart below causes it to be “highlighted,” and the other two elements in the sheet are automatically filtered to the selected “Concern” value. This information is also visible when the filters applied to the visual element are displayed.



Pic. 4.2.1 Example of an interactive chart



In column charts, interaction between elements takes place by “highlighting” the selected value against the background of the whole. This information is visible when you hover your mouse over a specific “bar” in the chart.

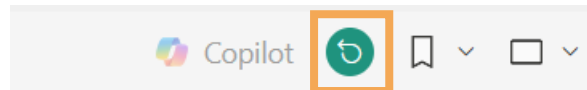


Pic. 4.2.2 Interaction of column charts

Please note that the total value is the value after applying filters on the page, which can be checked using the button . To remove the selection of highlighted data, click on an independent area of the chart.

4.3. RESETTING SETTINGS

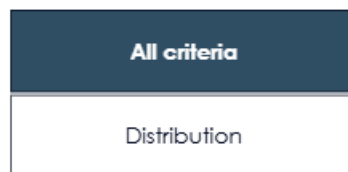
To restore the report to its initial state (without any active filters), use the **reset button** in the upper right corner of the screen.



Pic. 4.2 Reset button

5. ANALYTICAL SHEETS

5.1. DATA REVIEW SHEET



Pic. 5.1 Available tabs in the data overview

Bookmarks allow you to build your own pivot tables.

“All criteria” – includes analytical criteria but does not include distribution measures that cannot be correctly displayed for all criteria available in the database.

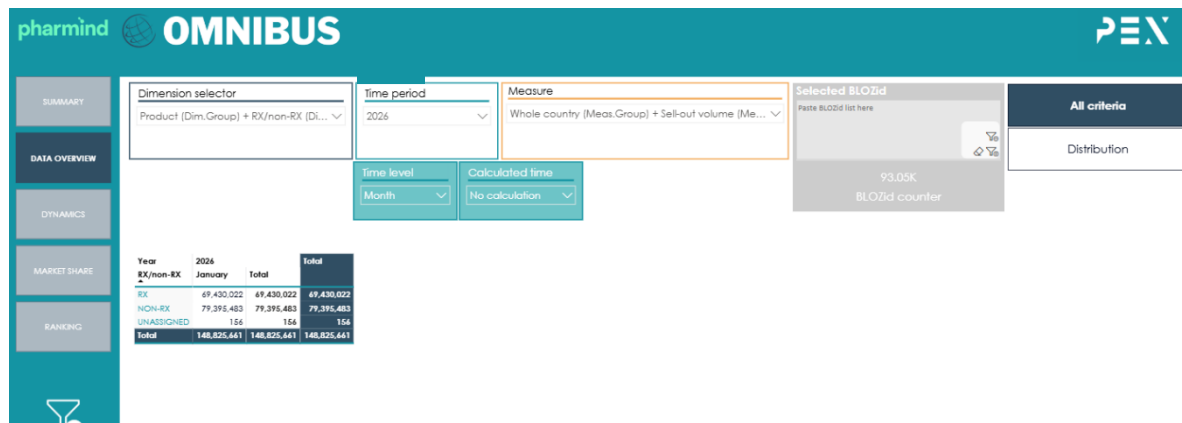
“Distribution” – contains measures but does not include criteria for which distributions are not available. Due to the specific nature of distribution measures, we recommend that **you do not**



use them in reports with multiple levels of aggregation at the same time (e.g., SKU, BRAND, CONCERN in one table). In such cases, distribution measures will always show the value for the higher level of aggregation (e.g., the entire brand), even if the selection is narrowed down to the SKU or OTC PEX class level. The same behavior also applies to other criteria.

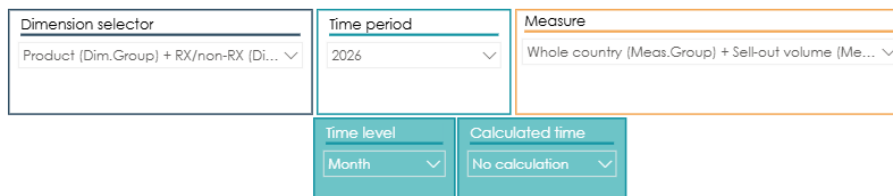
5.1.1. SETTING MEASURES AND DIMENSIONS

“Dimension selector” – specifies elements in table rows (multiple selection possible using the **Ctrl** key).



Pic. 5.1.1 All criteria - overview

The measures and dimensions displayed in rows, columns, and values can be changed using the fragmenters located above the table.



Pic. 5.1.2 Fragmenters above the table

After selecting more than one value, you can expand the detail levels using the “+” button or the “**Expand**” option available in the context menu.

You can expand all displayed elements by right-clicking on the selected table level and selecting the “**Expand**” option and “**Entire level**” or “**All,**” which expands all levels of the current table.



#TARCZYCA [TOTAL]	16	16	16
#TRĄDZIK [TOTAL]	5	5	5
#ELEMENT [TOTAL]	516	516	516
_ELEMENT KREM NA DZIEŃ DO TWARZY BAKUCHIOL + WITAMINA C KREM 50 ML ELFA PHARM	6	6	6
_ELEMENT KREMOWA PIANKA DO MYCIA TWARZY I OCZU FILTRAT ŚLIZU ŚLIMAKA PIANKA 170 ML ELFA PHARM	2	2	2
_ELEMENT MEN ANTYSPERSPIRANT TAURYNA ROŚLINNA + SZAŁWIA PŁYN 50 ML ELFA PHARM	29	29	29
_ELEMENT MEN KREM-ŻEL D/TWARZY TAURYNA ROŚLINNA + DRZEWO TARA KREM 50 ML ELFA PHARM	3	3	3
_ELEMENT MEN ODBUDOWUJĄCY SZAMPON PRZECIWI WYPADANIU WŁOSÓW SZAMPON 200 ML ELFA PHARM	81	81	81
_ELEMENT MEN TRYCHOLOGICZNY SZAMPON PRZECIWLUPIEJOWY SZAMPON 200 ML ELFA PHARM	62	62	62
_ELEMENT ODŻYWKA D/WŁ. I SKÓRY GŁOWY FILTRAT ŚLIZU ŚLIMAKA ODŻYWKA 500 ML ELFA PHARM	4	4	4
_ELEMENT ODŻYWKA DO WŁ. BAZYLIA+KERATYNA ODŻYWKA 300 ML ELFA PHARM	66	66	66
_ELEMENT PEELING TRYCHOLOGICZNY DO SKÓRY GŁOWY BAZYLIA+KWASY AHA PEELING 100 ML ELFA PHARM	132	132	132
_ELEMENT SZAMPON MICELARNY BAZYLIA+NMF SZAMPON 500 ML ELFA PHARM	5	5	5
_ELEMENT SZAMPON MICELARNY DO WŁOSÓW I SKÓRY GŁOWY BAZYLIA+NMF SZAMPON 300 ML ELFA PHARM	105	105	105
_ELEMENT. KREM DO TWARZY NA DZIEŃ SPF15 FILTRAT ŚLIZU ŚLIMAKA KREM 50 ML ELFA PHARM	14	14	14
_ELEMENT. KREM DO TWARZY NA NOC FILTRAT ŚLIZU ŚLIMAKA + RETINOL KREM 50 ML ELFA PHARM	7	7	7

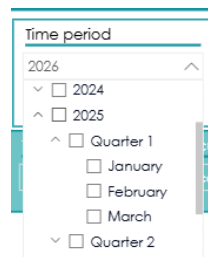
Pic. 5.1.3 Expand levels using “+”

Similarly, in the table, data is presented in columns in the form (Total – year), quarter, or month. To expand the period to the detail level, right-click on the column header and select the “Expand to next level” option.

#BODY WITH LEV [TOTAL]	7	7	7
#TARCZYCA [TOTAL]	16	16	16
#TRĄDZIK [TOTAL]	5	5	5
#ELEMENT [TOTAL]	516	516	516
WYFILTROWANE	6	6	6
SELEKCJA	2	2	2
Wszystkie	3	3	3
Wszystkie	81	81	81
Wszystkie	62	62	62
Wszystkie	4	4	4
Wszystkie	66	66	66
Wszystkie	132	132	132
Wszystkie	5	5	5
Wszystkie	105	105	105
Wszystkie	14	14	14
Wszystkie	7	7	7
Wszystkie	19	19	19
Wszystkie	44	44	44
Wszystkie	7,172	7,172	7,172
Wszystkie	1,454	1,454	1,454
Wszystkie	29	29	29
Wszystkie	8,266	8,266	8,266
Wszystkie	16,126	16,126	16,126
Wszystkie	148,824,641	148,824,641	148,824,641

Pic. 5.1.4 Expand levels using the “Expand” option

Another fragmenter is used to quickly select the period in the displayed report—you can choose between years, quarters, and months.



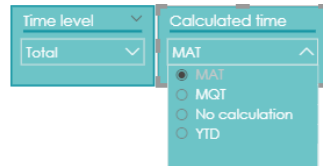
Pic. 5.1.5 Period selector

Calculations for time calculations such as MAT, YTD, and MQT are also possible.




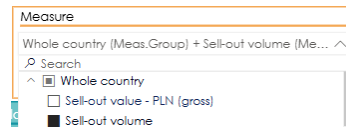
Note: This option is not available in the "Distribution" tab!

Due to the specific nature of the measure, the data in the "Distribution" tab is shown monthly only.



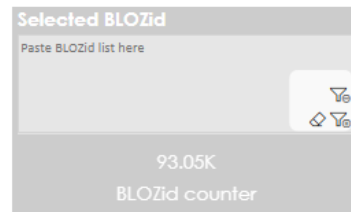
Pic. 5.1.6 Calculated period fragmenter

The last fragmenter in the report is used to select the measures displayed in the table (any number of measures can be selected). If a large amount of data is selected, the visual element can be enlarged using the button . The button is available for each visual element – table, chart, fragmenter, etc.





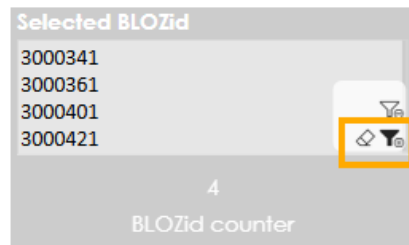
Pic. 5.1.7 Fragmenter for selecting measures

A special fragmenter is also available for pasting any number of BLOZid lists, e.g. from Excel files.



Pic. 5.1.8 BLOZ fragmenter

After pasting the BLOZid list from the file, click the button  to filter the data. The eraser button  clears the filter.



Pic. 5.1.9 Buttons



Below the fragmenter, there is also a BLOZ counter displaying the number of currently recognized BLOZids, based on which the table is displayed. The counter is used to compare the number of successfully pasted BLOZids with the number retrieved from the source data.

The “Exclude matches” setting will cause the fragmenter to filter BLOZids on a negative basis - all except those pasted. The default setting is “Include matches”, which means that the fragmenter limits the selection to the pasted BLOZid list.

5.2 “DYNAMICS” SHEET

The sheet contains a report showing the calculated dynamic periods for comparison:

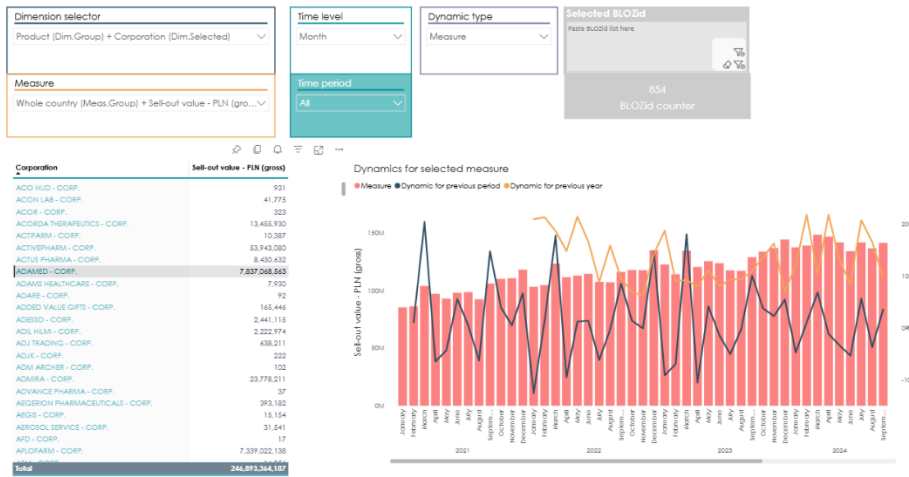
- **Measure** - Displays the current value for the displayed measure, without calculating the dynamic period
- **Dynamic for previous period (depends on Time Level selector)** - Month-to-month change in %/ Quarter-over-quarter change in %/ Year-on-year change in %
- **Dynamic for previous year (available only for “Month” Time level)** - comparison to the same month from previous year selected
- **MAT** (Moving Annual Total) - Moving average for the last 12 months
- **MQT** (Moving Quarter Total) - Moving last 3 months
- **YTD** (Year To Date) - Year to date

The sheet contains a column chart for the selected measure with a linear trend line for the selected PPG %.



Pic. 5.2.1 Buttons for selecting chart types

The table interacts dynamically with the chart – after clicking on a selected dimension in the table, you can view narrowed data for the selected class/concern/brand, etc.

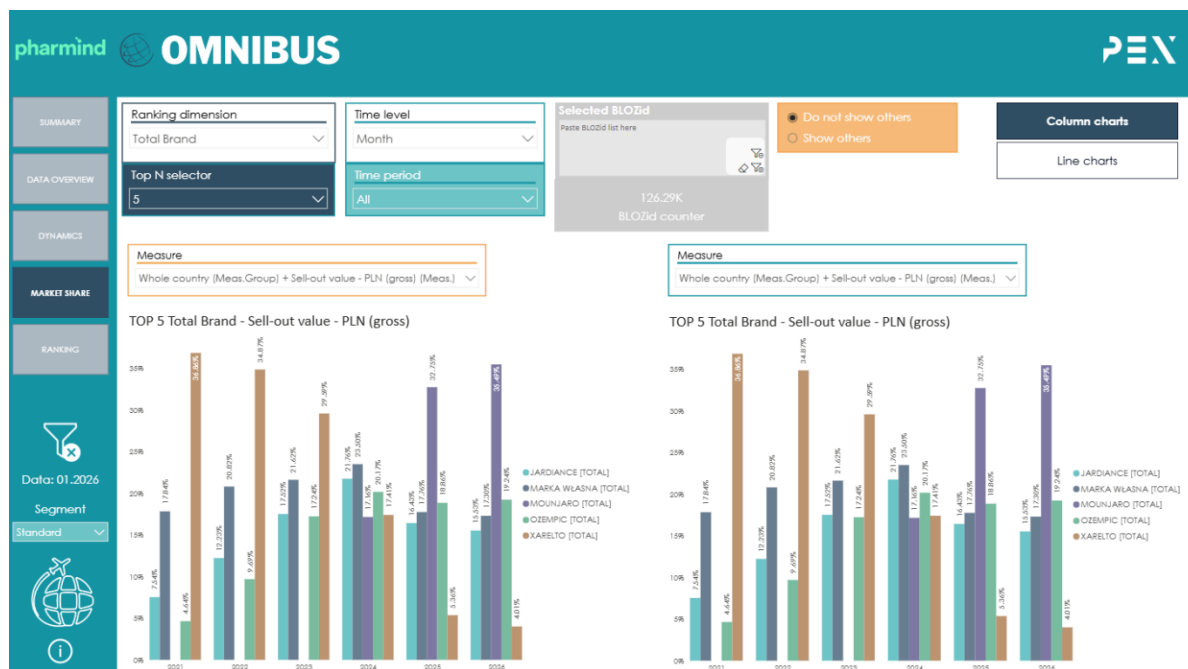


Pic. 5.2.2 Example of table interaction with a chart

5.3. MARKET SHARE SHEET

The sheet contains two charts with assigned measure selectors. It is possible to compare the market share (%) for selected measures. The market share percentage is always calculated relative to the sum of data after applying filters. If the market is to cover only one selected ATC, use the filter from the aquamarine filter bar – then the shares displayed will refer to the sum of data after applying it.

The data can be viewed in the form of a column or line chart.



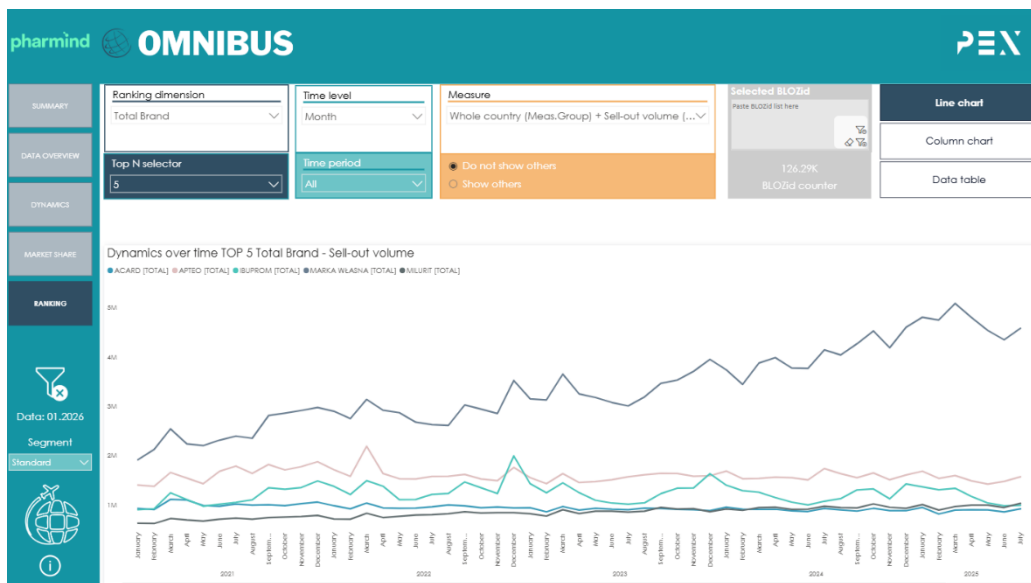
Pic. 5.3.1 View of "Market share" – number of packages



In this sheet, the data is also presented in the form of **TopN vs. Others**, with the option to specify the number of values included in **TopN** and a fragmenter that allows you to hide or display the remaining values. When analyzing a wide range of data or selecting a large number of values (e.g., the entire market without filters), the calculation process may take longer. This is indicated by a spinning gray circle in the upper left corner of each element, signaling that calculations are in progress.

5.4. “RANKING” SHEET

This sheet allows you to select a column or line chart that dynamically displays the value over time for the selected measure. In the charts, the values are recalculated based on the TopN values for the selected measure and “Others,” which is the sum of all other elements that do not fit into the TopN values in the selected period. Two additional fragmenters are available in the sheet. “Top Values” contains a selectable numerical value specifying how many of the largest values of the selected measure the user would like to display in the charts, and a fragmenter that allows you to hide the ‘Others’ values. This is useful when the charts compare very large “Others” values vs. small values of individual elements.



Pic. 5.4.1 Overview of the “Ranking” sheet

The “Data” tab contains a simple table that allows you to display the selected measure in **TopN vs. Rest form**. You can specify the number of values included in TopN and use the fragmenter to show or hide the Rest row.



Ranking dimension: Total Brand
Top N selector: 5

Time level: Month
Time period: All

Measure: Whole country (Meas.Group) + Sell-out volume (...)
 Do not show others
 Show others

Selected BLOZid: 126.29K BLOZid counter

Line chart
Column chart
Data table

Total Brand	2021	2022	2023	2024	2025	2026
MARKA WLASHA [TOTAL]	29,610,164	34,805,774	40,253,926	48,322,700	57,707,180	6,142,762
APTECO [TOTAL]	19,667,064	19,697,812	18,657,031	19,029,997	17,949,128	1,472,216
IBUPROM [TOTAL]	13,790,047	16,130,769	16,073,144	14,800,616	13,870,290	1,172,356
AGIARD [TOTAL]	12,040,336	11,503,668	10,944,338	10,804,788	10,737,875	911,704
MILURIT [TOTAL]	8,617,372	9,539,624	10,417,722	11,265,705	11,813,655	985,793
Total	83,444,977	91,677,641	95,346,181	103,925,704	112,078,104	9,704,823

Pic. 5.4.2 Overview of the "Ranking" sheet

5.5. "EXPORTS" SHEET



Pic. 5.5.1 Sheet icon "Exports"

The "Exports" sheet is available from anywhere in the report via a dedicated icon.

The sheet contains a simple table designed for exporting data for further processing, e.g., in Excel. The columns displayed in the analysis can be specified using the fragmenters located above the table - their order in the table corresponds to the order in which the fields are selected in the fragmenters.

"All criteria" – contains analytical criteria but does not contain distribution measures that cannot be correctly displayed for all criteria available in the database.



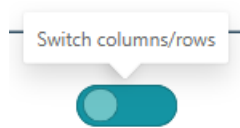
“Distribution” - contains measures, but not all criteria for which distributions are not available.

Pic. 5.5.2 Overview of the “Exports” sheet

The screenshot shows the 'Exports' sheet interface with several filter controls at the top: 'Dimension selector' (Multiple selections), 'Time period' (All), 'Measure' (Multiple selections), 'Time level' (Month), and 'Calculated time' (No calculation). A 'Selected BLOZid' box contains '126.29K BLOZid counter'. Below these is a toggle switch for 'All criteria' with 'Distribution' selected. The main area displays a table with columns: 'RX/non-RX', 'Sell-out value - PLN (gross)', 'Sell-out volume', and 'AVG Sell-out price (gross)'. The table lists various categories like '11C-CHOLINA [TOTAL]', '3 IC [TOTAL]', and '8-FIBROCHURACIL EBEWE [TOTAL]' with their respective values.

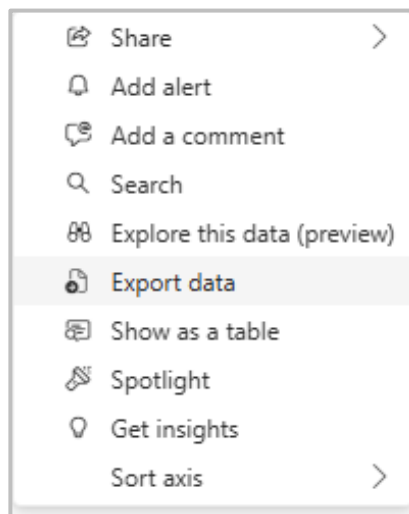
RX/non-RX	Sell-out value - PLN (gross)	Sell-out volume	AVG Sell-out price (gross)
11C-CHOLINA [TOTAL]	136.337.834.321	3.847.325.300	35.25
11C-CHOLINA [TOTAL]	1	1	
11C-CHOLINA [TOTAL]	136.337.834.321	3.847.325.300	35.25
3 IC [TOTAL]	4.743	91	52.12
3 IC [TOTAL]	4.743	91	52.12
3 IC [TOTAL]	720	12	60.00
3 IC [TOTAL]	123	7	17.57
3 IC [TOTAL]	894	16	55.88
3 IC [TOTAL]	541	16	33.81
3 IC [TOTAL]	648	10	64.80
3 IC [TOTAL]	428	8	53.50
3 IC [TOTAL]	200	2	100.00
3 IC [TOTAL]	411	8	51.38
3 IC [TOTAL]	488	9	54.22
3 IC [TOTAL]	323	3	107.67
3 IC [TOTAL]	17.148	191	89.88
3 IC [TOTAL]	1.217	28	43.46
3 IC [TOTAL]	8.412	81	103.85
3 IC [TOTAL]	2.075	19	109.21
3 IC [TOTAL]	3.991	36	110.86
3 IC [TOTAL]	1.054	10	105.40
3 IC [TOTAL]	38	1	38.00
3 IC [TOTAL]	371	16	23.19
3 IC [TOTAL]	478.441	7.087	67.65
3 IC [TOTAL]	37.313	876	42.71
3 IC [TOTAL]	20.952	294	71.27
3 IC [TOTAL]	14.467	213	67.92
Total	246.893.364.187	8.559.784.494	28.84

The switch under the tabs allows you to control the displayed measures – the columns will be visible in separate columns or rows.



Pic. 5.5.3 Overview of the “Exports” sheet

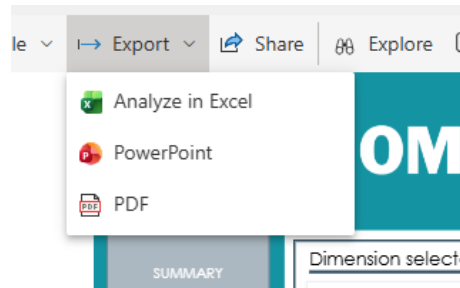
To export data to another format, e.g., **Excel** (max. 150,000 rows), click on the icon in the button set - “More options” and select “Export data” from the drop-down list.



Pic. 5.5.4 “Export data” option

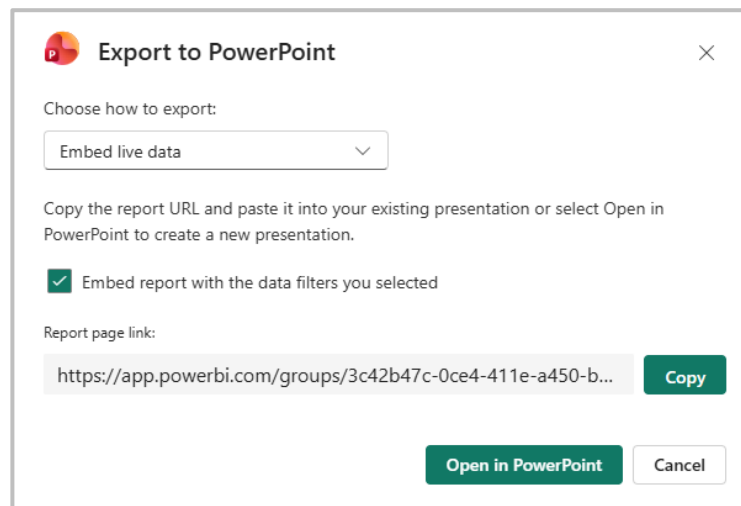


It is also possible to export entire analyses to PowerPoint (or individual visual elements available from the visualization toolbar – “More options”). To do this, click the Export button at the top of the screen and select PowerPoint.



Pic. 5.5.5 “Export” option to PowerPoint

In the pop-up window, confirm your selection by clicking the green “**Open in PowerPoint**” button.



Pic. 5.5.6 Confirm export to PowerPoint

The exported **PowerPoint** file is fully interactive and works the same as the analysis in **Power BI**. The file has a **live connection** to the current data in the **Power BI** service model, which means that when you refresh the model, it will display the latest available data.

For the analysis to display correctly, the user must be logged into **PowerPoint** with the same **Microsoft** account that is used in the **Power BI** application.

You can check your login status by clicking the icon with your initials in the **upper right corner** of the application. If you are not logged in to **PowerPoint**, log in with the same credentials you use for **Power BI**.

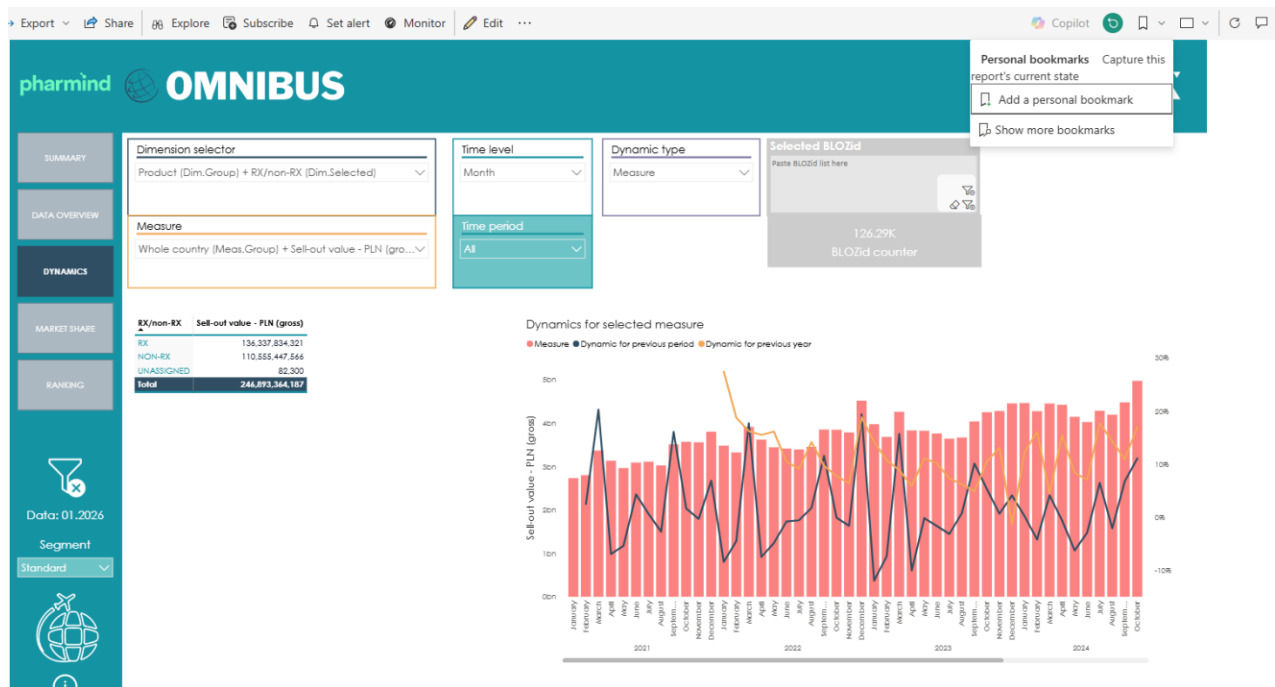


6. PERSONAL BOOKMARKS

The Power BI service offers a **Bookmarks** option, which allows you to save your analysis configuration in a selected layout. This makes it easy to return to the data in the same form, with a fixed set of filters, changing only the data period.

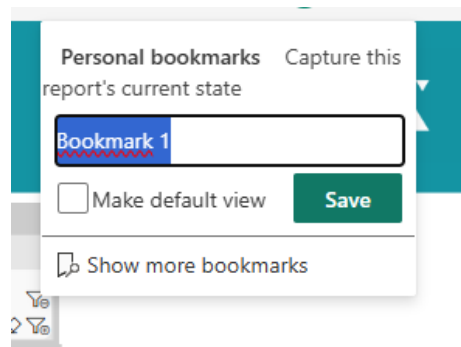
To create a bookmark, you need to:

- Set the analysis to the desired state by selecting, for example, the elements displayed in the table.
- Apply appropriate filters, e.g., date selection or filters from the orange bar.
- Save the configuration as a Bookmark to quickly return to a specific analysis view.



Pic. 6.1 Adding personal bookmarks

Name the tab as needed, and optionally select "Set as default view" to have the report open in the saved state by default.



Pic. 6.2 Naming personal bookmarks



After selecting a tab from the list of saved tabs, the analysis will be restored to its saved state – you will be taken to the appropriate page, and the applied filters and selected visual elements, such as measures, periods, etc., will be restored.